

CALENDAR OF EVENTS

OAHU

December 11 & 12

West Oahu "Sunset on the Plains"

Enjoy a movie, live entertainment and food from Oahu's leading restaurants at Kapolei Regional Park. Movie is "Shrek" on Saturday and "Spider-Man 2" on Sunday. Events begin at 11 a.m. and movies begin at 7 p.m.
808-523-CITY

December 24

Sheraton Hawaii Bowl

The Sheraton Hawaii Bowl at the Aloha Stadium matches a college football team from Conference USA with an opponent from the Western Athletic Conference. Kickoff begins at 2 p.m. Tickets are on sale now.
808-944-2697

NOTE: Please contact event organizers as events are subject to change. These events are supported by HTA through its Product Enrichment, Major Festivals and Sporting Events Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshow/events featuring Hawaii.

December 3-5

CSAA National Conference
Anaheim, CA

December 6-8

USTOA Annual Conference
Hollywood, FL

December 7-9

Luxury Travel Expo
Las Vegas, NV

December 10

Expedia.com Holiday Event
Las Vegas, NV

PGA Tour Kicks Off on Kauai

The Aloha Season, a major component of HTA's Sporting Events Program, kicked off the new season with the Grand Slam of Golf on Kauai this month. This event's occurrence in Hawaii is a result of the long-term agreement that HTA signed with the PGA Tour which guarantees six Tour events in Hawaii through 2006. Events for the 2004-2005 season are:

PGA Grand Slam of Golf

Poipu Bay Golf Course, Kauai
November 22-24, 2004

PGA Tour: Mercedes Championships

Plantation Course at Kapalua, Maui
January 3-9, 2005

PGA Tour: Sony Open in Hawaii

Waialae Country Club at Honolulu, Oahu
January 10-16, 2005

Champions Tour: MasterCard Championship

Hualalai Resort Golf Club at Kona, Hawaii
January 17-23, 2005

Champions Tour: Turtle Bay Championship

The Palmer Course at Kuilima, Oahu
January 24-30, 2005

Wendy's Champions Skins Game

Wailea Resort in Wailea, Maui
January 31-February 6, 2005

HTA's Sporting Events Program is an important part of



Last year's PGA Grand Slam of Golf champion Jim Furyk with hula girls.

the state's overall marketing efforts designed to help HTA achieve its goal of growing visitor expenditures. Specifically, HTA invests in sporting events that provide benefits to the State and its residents, as follows:

- **Media coverage** - Promoting Hawaii as a desirable sports venue and an attractive visitor destination through national and international TV/media coverage of various sporting events.
- **Economic impact** - Attracting visitors to Hawaii to participate, attend, or operate events. The resulting visitor spending helps to create and sustain jobs, and generate state and local tax revenues.
- **Enhanced quality of life** - Providing residents with opportunities to attend or participate in activities which add to our quality of life.

Marketing Highlights

Hawaii Visitors & Convention Bureau (HVCB)

The Golf Channel Goes Hawaii in January With Aloha Swing

HVCB announced "Aloha Swing," an unprecedented month of national television coverage highlighting Hawaii as a premier golf destination throughout January 2005 on The Golf Channel. Hawaii and its tremendous array of world-class golf courses and setting will be the focus of The Golf Channel on a daily basis. More than 100 hours of programming will put the spotlight on golf around the islands, highlighted by 50 hours of live, prime-time on-site broadcasts, including the popular Sprint Pre Game and Post Game shows hosted by Kraig Kann. Hawaii-themed golf programming will be jam-packed around Hawaii's four pro golf events that tee off the year: the PGA Tour's Mercedes Championship on Maui, Sony Open in Hawaii on Oahu, the Champions Tour's MasterCard Championship on Hawaii's Big Island and Turtle Bay Championship on Oahu. The Golf Channel features a programming schedule that includes more live golf coverage than all other networks combined. By the end of 2004, The Golf Channel will be broadcasted in nearly 70 million U.S. homes. It also airs in Canada, Asia, United Kingdom and Scandinavia.



CMI Leads a Successful Road Show

Cheryl Fernandez led the CMI team on the hugely successful West Coast Road Show. This annual tradition was held to showcase Hawaii as the premier destination for California meeting planners. Attendees represented Corporate Direct, Incentive, Third Party and Association planners. The week's festivities began at a client event held at Network Associates Coliseum with HVCB members hosting 20 meeting planners. The Road Show then continued on to Roy's in San Francisco where over 130 participants attended and 20 HVCB members exhibited -- over 25 leads were generated as a result. The final stop was in Costa Mesa at Park Prive. Over 70 participants attended with 20 suppliers, and approximately 10 leads were generated as a result of the show.



Teri Williams-Gum, Hyatt Resorts Hawaii and Liz Burnett, Options Event Management and Conference Planners at the CMI Road Show

Hawaii Convention Center (HCC)

HCC Encourages Registration for PCMA

HCC has stepped up its efforts to encourage registration for PCMA's 49th Annual Meeting, scheduled January 9-12, 2005. PCMA - Professional Convention Management Association - is the professional resource and premier educator for the meetings and convention industry, with approximately 5,000 members from over 2,000 organizations that make up the \$100 billion meetings, conventions, expositions and incentive travel industry. More than 35 volunteers, recruited by the PCMA Host and Steering Committee (which includes hotel partners and DMCs), personally called over 3,000 PCMA members to encourage registration and plan travel to Hawaii. In addition, Convention Television, an in-house TV studio, filmed nine MPEG (compressed video footage) messages of David Kushner (CMP, CAE, PCMA president and CEO) and PCMA members promoting registration to the annual meeting. The Center will distribute the MPEGs to PCMA members by e-mail.



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Marketing Highlights

Hawaii Tourism Europe (HTE)

German Media Visit Hawaii

Five top journalists were invited by Hawaii Tourism Europe to a press trip to Hawaii with American Airlines from September 9 to 19. Participating media included lifestyle magazines and daily newspapers such as *Elle* and *Woman*. The group spent the first days on Oahu before travelling on to Kauai and the Big Island on Hawaiian Airlines flights. All writers were in Hawaii for the first time and experienced the diversity of the islands by numerous nature activities, cultural events and island tours. The press trip was supported by the Oahu Visitors Bureau, the Kauai Visitors Bureau and the Big Island Visitors Bureau.

Hawaii Tourism Japan (HTJ)

Location Shooting for 2005 Advertising Campaign

The Dentsu creative team was on Oahu and the Big Island, shooting the materials for the 2005 advertising campaign. The campaign will focus on the inner qualities of Hawaii, i.e., culture, history, art, traditions and the aloha spirit. Jake Shimabukuro will continue to be HTJ's "image character" in 2005. Shimabukuro will serve as a "navigator" to guide Japan through the culture, history and traditions of Hawaii. Through his music and personality, he will also act as a catalyst to introduce the aloha spirit and the people of Hawaii.

Jake Shimabukuro, HTJ's "image character," participates in a Hawaii promotional campaign from Oahu's Sunset Beach



Hawaii Tourism Asia

Top Korean Travel Agents Participate in Hawaii Fam Tour

With support from the Oahu Visitors Bureau, Big Island Visitors Bureau, Maui Visitors Bureau and the Korea Tourism Association of Hawaii (KTAH), Hawaii Tourism Korea (HTK) successfully conducted a major travel agent fam tour with United Airlines from October 12-17, 2004. Accompanied by staff from HTK, there were a total of 15 participants, including eleven of the top travel agents in Korea, one editor from *Global Travel News*, a leading travel trade publication, and one manager each from United Airlines and Hawaiian Airlines. A significant number of new Hawaii tour programs will be created for Korean package travelers as a result of the fam. *Global Travel News* also featured two full pages of Hawaii coverage as a result of the trip. There will be a series of three more editorials on Oahu, Maui and the Big Island, with total coverage equivalent to \$96,000 in ad value.

Hawaii Tourism Oceania (HTO)

HTO Conducts Visitor Research

Phase one of a research program has been undertaken by Hawaii Tourism in Australia to better understand the Australian traveler visiting Hawaii. Over 300 passengers traveling on Hawaiian Airlines flights between September 28 to October 12, were interviewed and completed a questionnaire, allowing HTO to profile Australian travelers to Hawaii and their expectations. Results from the report are available by contacting Gemma O'Brien at gobrien@hawaiiitourism.com.au

HTO Hosts Hawaii Press Trip

As part of Hawaii Tourism's ongoing Visiting Journalist Program, HTO hosted four of travel writers on assignment for some of the largest publications in Australia this month, including *Golf Digest Australia*, *The Melbourne Sunday Age*, *The Quorum Magazine* and *CIM Magazine*.